



## Florida Department of Health – Hillsborough County Community Health Improvement Plan

Version 2



August 2013

[www.hillscountyhealth.org](http://www.hillscountyhealth.org)

## ***Community Health Improvement Plan***

Following implementation of the National Public Health Performance Standards Program (NPHPSP) and Mobilizing for Action through Planning and Partnerships (MAPP) assessments, the Florida Department of Health-Hillsborough County (FDOH-HC) convened a broad group of system partners in a day long session to:

- Inform stakeholders
- Engage stakeholders in setting priorities
- Gain collaboration in initiating steps towards a community health improvement plan

The morning session was focused on presenting health indicator data and discussing health, social, and economic issues in the county. A presentation on the regional perspective was provided by One Bay Healthy Communities. This allowed attendees to view Hillsborough County in the context of our regional setting and compare the indicators of neighboring counties. The afternoon was focused on identifying priorities. Broad priority areas included:

- Obesity
- Chronic diseases
- Communicable diseases
- Injury and violence
- Access to healthcare
- Social and mental health
- Physical environment
- Maternal and child health

Six work groups were later established and the priorities were narrowed down based on feedback from partners. Each work group met a number of times in person and by conference calls to develop a community health improvement plan for the area of focus. All work groups in their initial meetings had an opportunity to thoroughly explore relevant data and discuss assets and gaps before preparing a plan.

The FDOH-HC is grateful to the organizations and individuals who donated their time to make this planning process a success. Partners were committed to the process and to the future work that needs to be done to ensure that county residents will benefit from this initiative.

### **Monitoring and Reporting**

The second version of the Community Health Improvement Plan (CHIP) is a product of the health department's plan to monitor and evaluate progress and changes made on the CHIP over time. This will be done on a biannual basis in the form of a CHIP Biannual Monitoring Report. The report will also include monitoring on relevant health indicators for each priority area. Version 2 of the CHIP no longer contains sections on Communicable Diseases or Injury and Violence. In addition, the goals of the Social and Mental Health priority area were deleted, and a new goal was developed. Community partners were asked to provide feedback on these changes in August 2013. These changes were made based on evaluation of the CHIP and the current needs/resources of the health department and community partners.

<b>Priority Area: Maternal and Child Health</b>					
<p>Community Status:</p> <ul style="list-style-type: none"> <li>• Highest 3-yr rate of nonwhite live births under 1500, 2500 grams.</li> <li>• Highest 3-yr rate of nonwhite infant deaths.</li> <li>• Highest 3-yr rate of births with first trimester prenatal care.</li> <li>• Teen pregnancy rates higher than Florida and US rates.</li> </ul>					
<p>Goal: Raise awareness on infant mortality and morbidity as important health issues in Hillsborough County.</p>					
<p>Objective: Results from the next MAPP Community Health Survey (2015), will demonstrate that &gt; than 3.8% of residents understand and have awareness on the incidence and impact of poor birth outcomes and the link between birth outcomes and the general health and wellbeing of the community and its residents.</p> <p>Baseline: In the FDOH-HC 2010 Community Themes and Strengths survey only 3.8 % of respondents selected infant death as an important health problem. It was not in the top 10 but at the bottom, 20<sup>th</sup> of 21 in a list of important health issues.</p> <p>Target: Increase percentage</p>					
<p>Strategy: Social Marketing, Advocacy, Education</p>					
Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Support system partners in their efforts to implement evidence-based interventions to reduce poor birth outcomes	FDOH-HC	Leadership and staff time	Healthy Start, Reach Up	-Participation in Healthy Start, Reach up and other partner meetings -Provide RFP Letters of Support for partners as appropriate -Provide financial support when available from FDOH-HC grant efforts	2011 – 2015
Conduct focus groups with community	FDOH-HC	Staff, interns, preceptors	Reach Up	Perceptions and how to target message to the community	Aug 2011 - Aug 2012
Use results from focus group to identify priority issues	FDOH-HC	Staff, students, interns, preceptor	USF, MAPP Partners, FDOH-HC, Healthy Start, Reach up	Identified list of specific issues that need to be targeted	Dec 2012
Determine if resources are available to develop and implement a social marketing campaign	FDOH-HC	Funding, marketing vendor, Request for Proposal (RFP)	Healthy Start, Reach up, FDOH-HC	Funding for social marketing campaign	Dec 2012
Develop and implement a social marketing campaign	FDOH-HC	Funding, marketing vendor, RFP	Healthy Start, Reach Up	Social marketing campaign	Jan 2014

**Priority Area: Obesity**

Community Status:

- 34.7% of Hillsborough County Residents are obese in 2009, which is a significant increase from 24.9% in 2007.

Goal: Reduce prevalence of obesity in Hillsborough County.

Objective: Create and implement a social marketing campaign that increases self-awareness of negative consequences of being overweight/obese among a selected population of Hillsborough County residents by December 2012.

Strategy: Social Marketing

Action Steps	Responsible Team Members	Resources Needed	Potential Partners	Outcome (Products)	Time Frame
Select target group	Obesity Committee	School district area data with highest numbers of obese children, committee time	Obesity Committee, HC School District	Target group identified	May 2011
Identify and partner with social marketing expert	Obesity Committee	Committee Time	USF, UT, HCC, Arts School Bay News 9 Channel 32	Partnership with social marketing expert	Jun 2011
Develop a message	Social marketing expert, Evaluation Expert	Data, Community Feedback, Committee Time, Social Marketing Expert	Community Organizations, Social Marketing Expert	Message	May 2012
Create pre/post test for message	Social marketing expert and team, Evaluation Expert	Message, Social Marketing Expert	Community Organizations, Social Marketing Expert, Evaluation Expert	Evaluation tool (pre/post test)	Jun 2012
Implement Campaign	All stakeholders	List of community resources, Funding, Media Partners, Print or other media partners	Community Organizations, Print or other media partners, Evaluation Expert	Social Marketing Campaign/Materials	Dec 2012
Evaluate social marketing campaign	Social Marketing Expert, Evaluation Expert, Obesity Committee	Target group, Evaluation Tool Results	Community Organizations	Results from Evaluation	Mar 2013

Priority Area: Chronic Diseases					
	Hillsborough County		Florida State		
Population affected by diabetes	11.8%		10.7%		
Diabetes related hospitalizations	2401 per 10,000		2083 per 10,000		
Blacks have twice the mortality rate of Whites from Diabetes.					
Goal: Reduce disparities in Diabetes Hospitalizations and Deaths among vulnerable populations by understanding community needs and assets.					
Objective: Determine availability of diabetes management/education for those at risk or diagnosed with the disease and initiate plans to improve access and availability by December 2013.					
Strategy: Research					
Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Develop project requirements for an internship	FDOH-HC	Local academic Institutions/FDOH-HC staff time	USF	Student project requirements developed	Sep 2011
Interview and select student to evaluate diabetes management/ education availability and capacity Hillsborough County	FDOH-HC	Staff time	USF	Student intern is selected	
Monitor student progress and provide guidance on project	FDOH-HC	Staff time, student time, preceptor		Student produces final report with recommendations on diabetes management capacity	Dec 2012
Student presents results to Chronic Disease Committee	Student, FDOH-HC	Staff time, student time, meeting space, presentation tools	Chronic Disease Committee	Presentation	Dec 2012
Chronic Disease Committee develops CHIP based on results and needs identified that will impact hospitalization and deaths	Chronic Disease Committee	Committee time, meeting space	Chronic Disease Committee, Community Leaders	CHIP developed based on results	Dec 2013

<b>Priority Area: Social and Mental Health</b>					
Goal: Continue to support partnerships focused on behavioral and mental health.					
Objectives: Attend scheduled Central Florida Behavioral Health Network (CFBHN) Circuit 13 Consortium meetings.					
Strategy: Support					
Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Attend monthly scheduled meetings	Office of Health Equity staff, FDOH-HC	Agency staff and time	None	Provide RFP Letters of Support for partners, as appropriate, and financial support, when available, from DOH-HC grant efforts	Ongoing